

UBF Diary

September 2016

Imparting the ABC of Breast Health with the Eenadu Group



A two week non-stop rain paused briefly almost in support of the Pink Ribbon Campaign 2016. Firstly, more than 400 people from all walks of life enthusiastically turned up to attend a three hour “breast health awareness” programme, organised by the Ushalakshmi Breast Cancer Foundation and the Eenadu group, on Sunday, September 25. Sailaja Kiron, MD, Margadarsi Chit funds and Kalanjali/Brisah inaugurated the programme. Each and every aspect of breast health was explained in a simple and clear-cut manner. Other speakers like Sridevi Jasti talked on the role of nutrition in cancer prevention and during cancer treatment, while Sharmila Rao stressed on the role of meditation during and after cancer as a treatment and its effect on the body, mind and soul.

Hyderabad Awash in ‘Pink’ For Seventh Year in a Row



The only city in South Asia which boasts of a record number of historic buildings and monuments, the city glowed in pink light once again this year on September 30. Hyderabad stands tall for lighting up in pink every year, and has done for the last seven years, in solidarity for breast cancer awareness. None other than the iconic Charminar, the Buddha Statue, Ravindra Bharati, Rajiv Gandhi International Airport, Secunderabad Club, KIMS Hospitals and Radio Mirchi office switched to pink lights to mark the beginning of the International Breast Cancer Awareness month.

Cancer Survivors Conquer the Ramp at the Pink Ribbon Evening



Breast cancer conquerors with their spouses



Mr S K Joshi, Special Chief Secretary, Govt of Telangana with his wife, Mrs Anuradha Joshi (breast cancer conqueror)



Mr Saumen Chakraborty with his wife, Mrs Madhumita Chakraborty (breast cancer conqueror)



Dr P Raghuram addressing the gathering as the managing committee members of the Secunderabad Club look on

History was scripted at the 138-year-old Secunderabad Club, when for the first time ever in India, on October 1, breast cancer survivors walked the ramp with their spouses to emphasise the importance of family support to survive cancer and to reinforce the message that it is the spouse's duty to ensure the women in their families, get a mammogram once a year after they turn 40. This would help detect breast cancer very early and save lives.

RCS England puts Hyderabad on the World Map



Dr P Raghuram, local convenor with Prof Peter Brennen, Chairman, Intercollegiate MRCS Board from London (left). A group picture with the examiners, mostly from the UK, at the exam centre in Hyderabad



**Hyderabad Walks
The Breast Cancer Talk**

The slogan 'Does Your Heart Beat for the Early Detection of Cancer' resonated with 'Hyderabadis', as an unprecedented crowd participated in the eighth annual edition of the '2K Pink Ribbon Walk' organised by the Ushalakshmi Breast Cancer Foundation (UBF) & KIMS-USHALAKSHMI Centre for Breast Diseases along with The Association of Breast Surgeons of India on October 2.

The walk was flagged off by the well-known actor, Regina Cassandra along with Madhumita Chakraborty (a young breast cancer conqueror), Mr Krishnaiiah, chairman, KIMS, Dr Bhaskar Rao, CEO, KIMS, Mr Padmanabhaiiah, chairman, ASCI, Mr Ramesh Prasinad, chairman, LV Prasad group and Mr Andrew McAllister, British Deputy High Commissioner.

Breast cancer 'conquerors' and their families walked with a huge student contingent from the old city and with thousands others in support of the Pink Ribbon Campaign. The aim of the Pink Ribbon Walk is to create awareness about the importance of the early detection of breast cancer, salute survivors in their fight against breast cancer, and equally, spread the message of hope, courage and survival in the battle against breast cancer.

